

2015 Indianapolis 500



Indiana's Not Buying It

Anti-demand PSA created through a partnership with OAG and the Indiana Pacers, included sports personalities: Donnie Walsh (Pacers), Ed Carpenter (Indy 500), Lavoy Allen (Pacers), Matt Hasselbeck (Colts). The 30-second PSA aired on TV stations as part of ongoing partnership from the 2015 Final Four.

Indy Go: Ongoing partnership for advertising space on 10 buses in Indianapolis

Hotels

OAG staff covered 24 hotels and distributed packets of materials including information about the "Indiana's Not Buying It" campaign, red flags for human trafficking in hotels, hotline cards, and a booklet of missing kids.

Billboards

Digital billboards were donated by Clear Channel Outdoor. The 7 rotating images for the Not Buying It Campaign included the following locations: I-65 North (2) and South (2) of Marion County, Mooresville (1), I-70 near Plainfield (1), Indiana State Fairgrounds (1).

Rest Areas

18 rest areas reached: INDOT distributed 1,000 hotline cards and 18 National Human Trafficking Resource Center posters. INDOT has agreed to replenish materials on an ongoing basis.

Other Outreach Materials Distributed

**Materials distributed by IPATH volunteers to 72 total locations*

100 fact sheet and training posters

100 Polaris posters distributed

500 hotline cards distributed

500 Not Buying It awareness cards

60 Not Buying It posters distributed

100 red flags/fact sheet handouts were distributed

